

After-Action Report

Great Central US Shake Out Drill

November 13, 2019

Summary

On October 18, 2019, Arkansas State University participated in the Great Central US Shake Out Drill. On October 14th, the drill was promoted by student organizations in the Education & Communications building, and on October 15th in the Don W. Reynolds Center.

Participation in the drill was voluntary, and the drill prompt was delivered by text and email using the university Emergency Alert System at 2:55 pm on October 18. Participants were instructed to Drop, Cover and Hold On in their current location, then encouraged to take a selfie and post to social media using the #ShakeOutSelfie, #AState and/or @ArkansasState on Twitter.

The following report details additional results and areas for improvement identified during the drill and its follow-up activities, along with steps to address the issues noted.

Participation

Social media participation was down this year, but direct student involvement through promotions earlier in the week provided a unique opportunity to expand upon in the future. Student groups in the Education & Communications building included the School Psychology Student Association, Counseling Organization for Graduate Students, Psychology Club, A-State Middle Level Association and Kappa Delta Pi. In the Don W. Reynolds Center students from the College of Nursing & Health Professions Dean's Advisory Council, which represents all of the college's majors, promoted the event. Promotions consisted of earthquake awareness information and a liquefaction demonstration by the Arkansas Division of Emergency Management.

Students also presented information about how their disciplines support disaster planning, response and recovery. Chancellor Kelly Dampousse concluded the promotions by announcing A-State's participation via live video on the university's official social media accounts.

Improvements for the Future

In 2018, an email came directly from the chancellor, which announced the event and asked the campus community to participate. While the video news release at the end of the student promotions was used for the same, it was part of the A-State Daily Digest rather than an email directly from the chancellor. In the future, direct emails should be part of the communications.

Also in 2018, the monthly Emergency Alert System (EAS) test in October announced the drill in the email portion of the alert. While it is unlikely this accounted for fewer participants on social media, announcing using the EAS email should be considered. In order to understand whether this and other

announcements impact participation, a follow-up survey could ask participants directly about where they learned about the drill.

Student participation will focus on expanding promotional events in the future. Building Safety Committees will be engaged to encourage participation within their buildings and with the students who learn there. Emergency manager will invite administrators in different colleges and at the academic department level to participate, and provide guidance on how different disciplines can contribute directly to the drill and earthquake and/or disaster preparedness in general.

The Safety Office welcomes recommendations for improvement from the campus community. Please email jcarvell@astate.edu with any questions, concerns or suggestions. If your photos were not included on social media, please send those as well.